

# **Jolted into Climate Action by World Fires, Floods & Fury**



**J. MORRIS HICKS – October 15, 2023**  
**Vegan Society of Hawaii**



The Beautiful  
Village of  
Lahaina on Maui



Before

&

After





# Inspired by the Horrors of Lahaina...

Maybe those horrors will help to goad world leaders into getting deadly serious about addressing the leading driver of climate change!

No one in authority is talking about  
the leading driver of climate change!

**It's the ONLY thing that  
I'm talking about!**

**J. Morris Hicks, engineer. writer. big picture guy.**

*Promoting health, hope and harmony on  
planet Earth*



# HEALTHY EATING HEALTHY WORLD

UNLEASHING THE POWER OF PLANT-BASED NUTRITION

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**hpjmh.com**



# Four Recent Wake-Up Calls

CNN

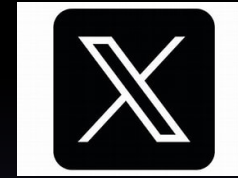
Santa Barbara, California

Date	Temperature (Degrees Celsius)
7/3/23	17.00
7/4/23	17.15
7/5/23	17.15
7/6/23	17.25
7/7/23	17.15
7/8/23	17.00
7/9/23	17.10
7/10/23	17.25
7/11/23	17.00
7/12/23	16.80
7/13/23	16.50
7/14/23	16.80
7/15/23	17.10
7/16/23	17.15
7/17/23	17.00
7/18/23	17.00
7/19/23	16.95
7/20/23	16.95
7/21/23	16.90
7/22/23	16.90
7/23/23	16.85

CLIMATE CRISIS NEWSROOM

**EXPERT: TRIO OF CLIMATE RECORDS POINT TO DISASTER**

Climate researcher: 'We are witnessing the sixth great extinction'



@EliotJacobson  
Also on YouTube

CNN Video went  
viral in July, 2023

Population 2050  
(over/under 4 B)

**#1. In July , global 2-meter temps broke  
old record for 21 consecutive days**

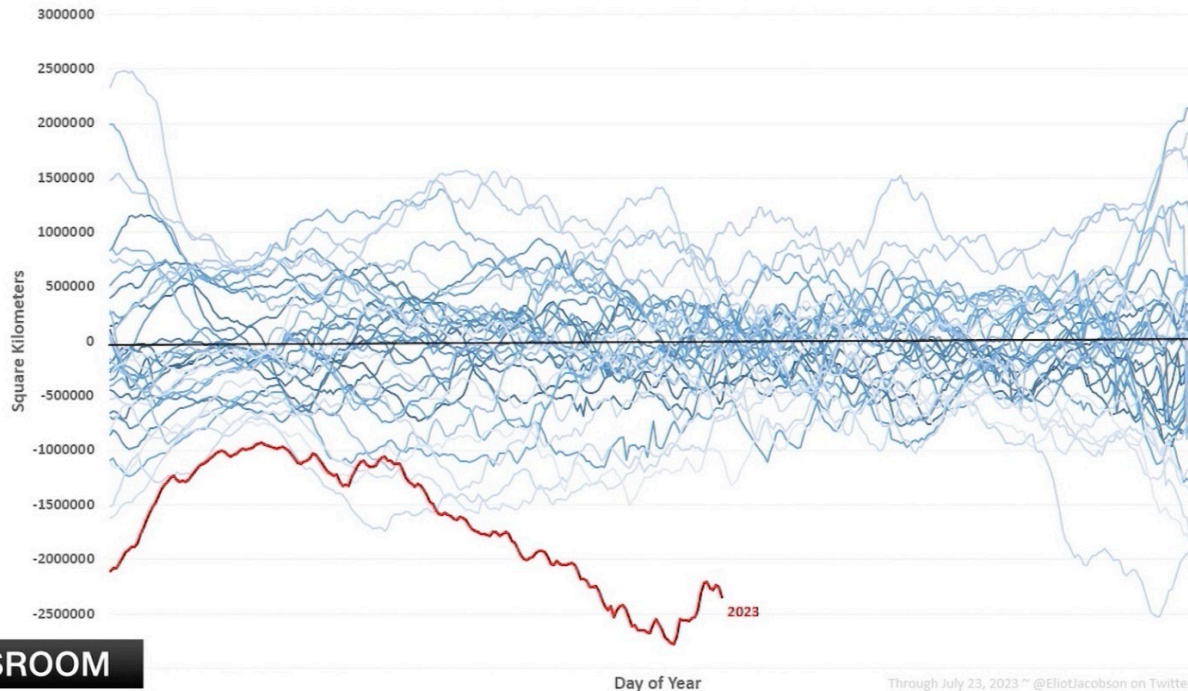
# #2 Wake-up call



Antarctic Sea Ice Extent Anomaly: 1989 - 2023

(Difference from 1991-2020 Mean)

(Data: <https://ads.nipr.ac.jp/vishop/#/extent>)



July , unprecedented sea ice anomaly in Antarctica

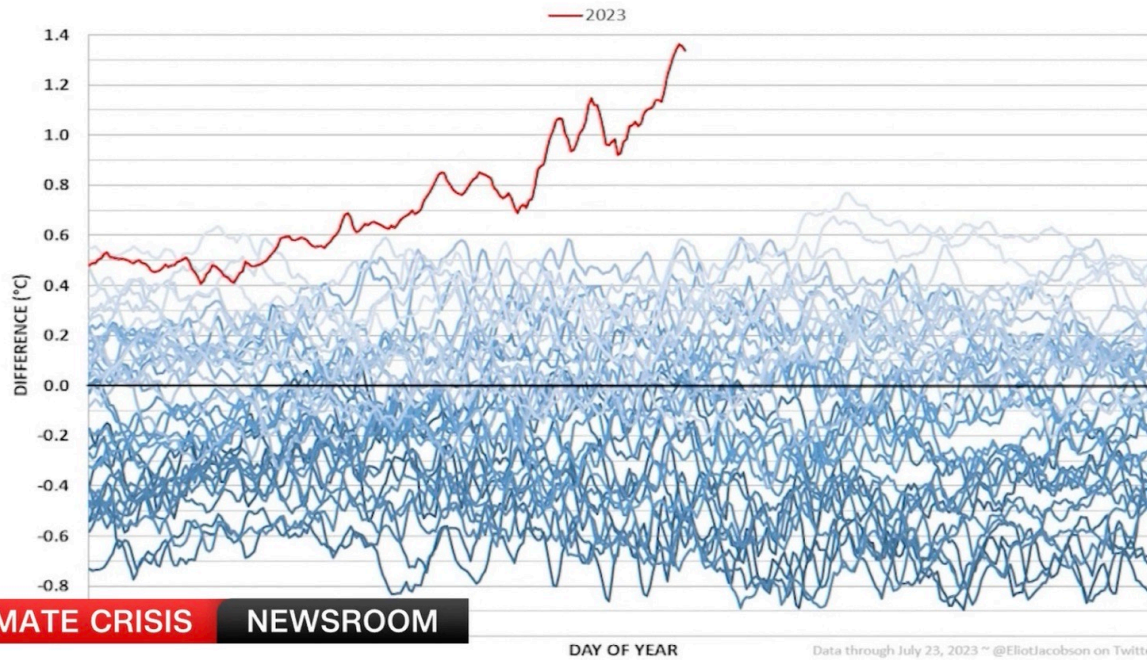


# #3 Wake-up call



North Atlantic Sea Surface Temperature Anomaly: 1982 - 2023  
(Difference from 1991-2020 Mean)

Data: [https://climateresearcher.org/clim/sst\\_daily/json/oisst2.1\\_natlan1\\_sst\\_day.json](https://climateresearcher.org/clim/sst_daily/json/oisst2.1_natlan1_sst_day.json)

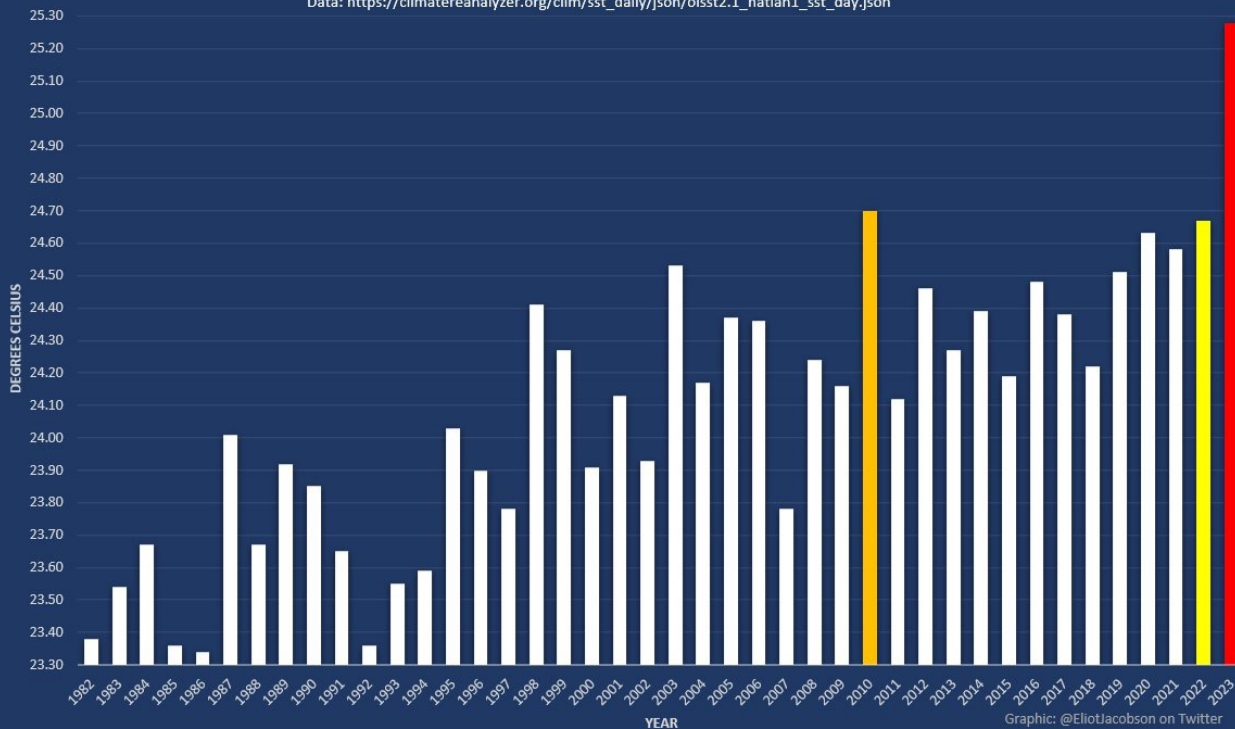


In July ,  
Unprecedented  
N. Atlantic  
surface temp  
anomaly

# #4 Wake-up call

North Atlantic Sea Surface Temperature on August 19th  
1982-2023

Data: [https://climatareanalyzer.org/clim/sst\\_daily/json/oisst2.1\\_natlan1\\_sst\\_day.json](https://climatareanalyzer.org/clim/sst_daily/json/oisst2.1_natlan1_sst_day.json)



Aug. 19, North Atlantic surface temp record was obliterated!

Graphic: @EliotJacobson on Twitter



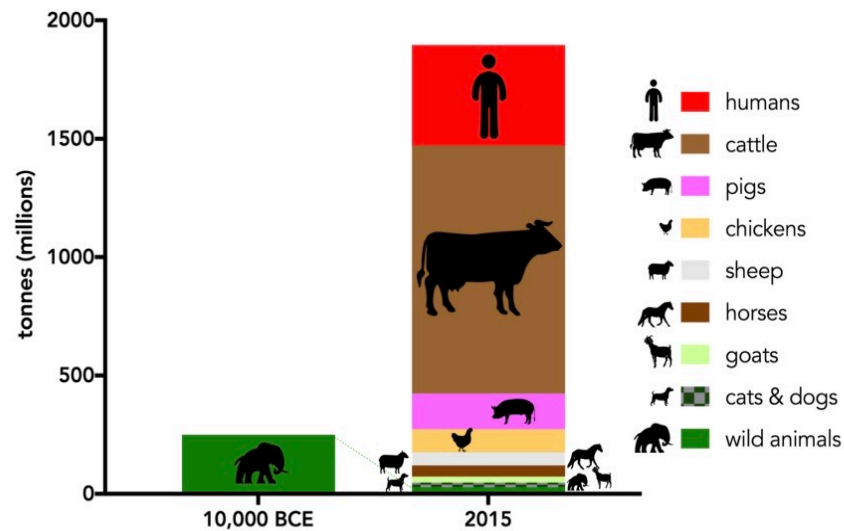
**It's not just climate change, there  
are a host of other deadly trends  
that are only getting worse!**

# As animal agriculture goes up

Wild animals replaced by animals we eat  
From Dr. Corey Bradshaw, Flinders Univ.  
Australia

## The state of global biodiversity — it's worse than you probably think

24 01 2020

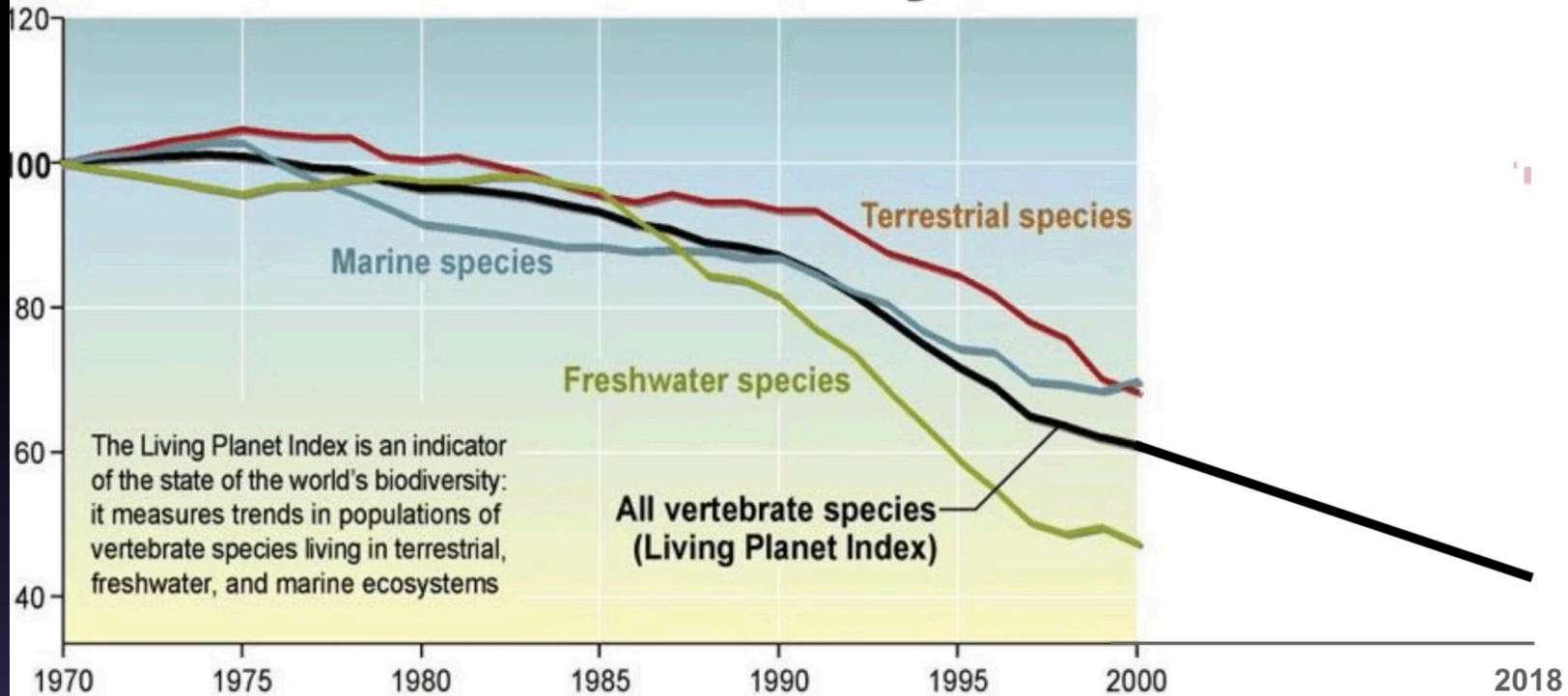


Paul Chefurka 2015

**NO ONE in Authority is even talking about them!**



# Biodiversity Loss



Source: World Wildlife Fund, UN Environment Program

**Over 50% of ALL vertebrate species lost since 1970**

Source: World Wildlife Fund, UN Environment Program

**Global insect/invertebrates down 45%...**

**2014 Stanford paper (Dr. Dirzo) in "Science"**

# As for ecological health...

Per calorie, **animal-based foods** require over **ten times** as much land, water and energy as do plant-based foods

## LAND – WATER – ENERGY

Factor of TEN on per calorie basis



# TEN TIMES!!

*If we cannot take the “animal out of the equation” when it comes to feeding ourselves, we will **NEVER** learn to live in harmony with nature – thereby placing the future of our civilization (and our species) in serious jeopardy.*

—J. Morris Hicks

So why don't more people “get it?”



# The Protein Myth

AKA “Locked Brain Syndrome”

As defined by J. Morris Hicks



Because of the mistaken, yet almost ubiquitous, belief that humans actually “need” to eat animal protein to be healthy — a host of incredibly powerful, plant-based solutions to the world's most serious health, hunger and sustainability crises never even make it to the table for consideration.

**All of the above has led us here.**

We now have six grossly  
unsustainable situations that will  
require several centuries to resolve.



# Six Grossly Unsustainable Situations

1. Overpopulation (adding net 6 million/month)
2. Millions of new meat eaters every month
3. Never ending growth economy–Capitalism
4. The wasteful way we live in the developed world
- 5. Snail pace movement to a vegan world**
6. Absence of responsible global leadership

I am 99% certain that there is only one global action that can possibly **buy us enough time** to address and resolve all of the six “situations” listed above.

**Eliminate Animal Agriculture Globally by 2030**



# Two Creditable Looks at Where We Are



2009 Paper World Bank Researchers  
Robert Goodland and Jeff Anhang  
**At least 51%**  
from animal agriculture



2019 Dr. Sailesh Rao  
Peer-reviewed paper published in the  
Journal of Ecological Society in 2021  
**At Least 87% (from animal ag)**  
Why the difference?  
Deforestation: 3 trillion trees!!

**So what is the United Nations reporting about the leading driver of climate change?**

Guess what? Their numbers are nowhere near as high as the 2009 World Bank paper or the Sailesh Rao paper ten years later

**So what's going on?**

# What we have here is a case of the fox guarding the hen house



**2006** – the UN FAO publishes Livestock's Long Shadow calculating GHG emissions from "Livestock" sector is 7.5 Gt CO<sub>2</sub>e or **18% of total**.

- International Feed Industry Federation
- International Meat Secretariat – IMS
- International Dairy Federation – IDF
- International Poultry Council – IPC
- International Egg Commission – IEC

**2009** – World Bank Researchers Goodland & Anhang report in WorldWatch "Livestock" sector **51% of total**.

**2012** – Goodland/Anhang publish refutation in AFST Journal and reiterate their estimate. FAO scientists decline to continue the debate despite Editor's invitation.

**2013** – FAO partners with International Meat Secretariat and the International Dairy Federation and publishes revision to LLS, calculating GHG emissions from "Livestock" sector to be 7.1 Gt CO<sub>2</sub>e or **14.5%** of total, without addressing any of the errors pointed out in Goodland/Anhang in '09

**2019** - Dr. Sailesh Rao publishes peer-reviewed piece concluding that animal agriculture accounts for **at least 87% of climate change**. Featured in Forbes. (Largest driver is deforestation)

# Now for the Good News. Conveniently...

The leading driver of climate change is the **ONLY DRIVER** that can be addressed by individual citizens of the planet, everywhere.

## It's the FOOD!!

Lose weight, save money, reverse chronic disease & it's the most effective way you can help raise the likelihood of a secure and pleasant future for all the innocent children.

*"Concise and powerful information that cuts to the critically important issues of plant-based nutrition and its crucial impact on our health and our planet."*

—W. Shane Williams, MD, Cardiology, Internal Medicine  
Ontario, Canada



**4Leaf**  
**GUIDE**  
TO VIBRANT HEALTH

*Using the Power of Food  
to Heal Ourselves and Our Planet*

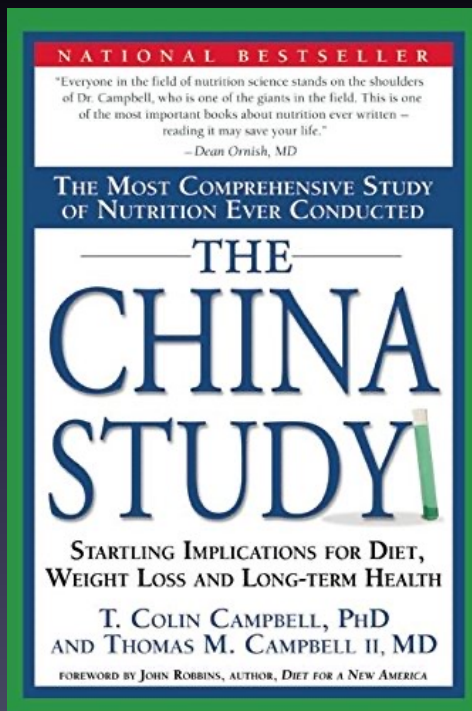
KERRY GRAFF, MD  
AND

J. MORRIS HICKS  
*Author, Healthy Eating, Healthy World*

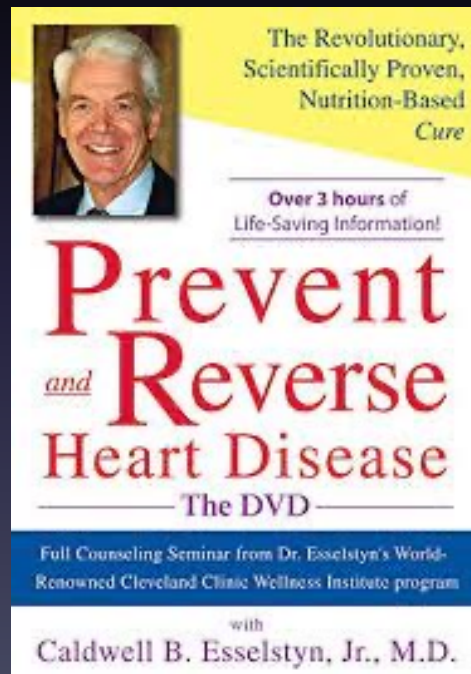


# We're not talking about quackery here!

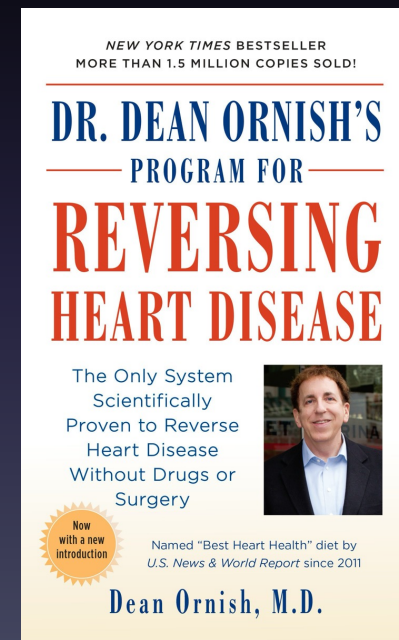
## Mainstream science & medicine from... Cornell, the Cleveland Clinic and the White House



2005



2008



1995

# Very few books cover both Human & Ecological Health

"WHAT'S GOOD FOR YOU IS ALSO GOOD FOR OUR PLANET. HEART DISEASE AND DIABETES ARE COMPLETELY PREVENTABLE AND EVEN REVERSIBLE FOR MOST PEOPLE TODAY BY CHANGING DIET AND LIFESTYLE. THIS BOOK SHOWS YOU HOW."

—DEAN ORNISH, M.D., CLINICAL PROFESSOR OF MEDICINE, UC SAN FRANCISCO, AUTHOR, *THE SPECTRUM* AND DR. DEAN ORNISH'S PROGRAM FOR REVERSING HEART DISEASE

## HEALTHY EATING HEALTHY WORLD

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J. MORRIS HICKS  
WITH J. STANFIELD HICKS



FOREWORD BY  
**T. COLIN CAMPBELL, PHD**  
(*THE CHINA STUDY*)  
**AND NELSON CAMPBELL**

"Concise and powerful information that cuts to the critically important issues of plant-based nutrition and its crucial impact on our health and our planet."

—W. Shane Williams, MD, Cardiology, Internal Medicine  
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## 4Leaf<sup>®</sup> GUIDE TO VIBRANT HEALTH

*Using the Power of Food  
to Heal Ourselves and Our Planet*

KERRY GRAFF, MD  
AND  
J. MORRIS HICKS  
*Author, Healthy Eating, Healthy World*

**From the 4Leaf Guide, Chapter 27 is a two-minute read and covers three of humanity's top three problems.**

**ALL THREE could be greatly alleviated if all of humanity began a rapid move in the direction of eating whole, plant-based foods.**

# 27

## CANCER, CLIMATE CHANGE AND WORLD HUNGER

By J. Morris Hicks

We lumped these three monster problems together because they are widely recognized as the three most serious issues facing humanity--and they all share a common cause and cure. Cancer is the most-feared of all diseases, climate change exacerbates all of the other environmental issues and world hunger is an ever worsening problem--a stark reminder of the staggering inadequacy of our global feeding model. Let's take a look at each one of these monster problems:

# This Site is All about Promoting Health. For Ourselves. For our Planet. For our Future.

[Visit our SOS Memos page](#)

[Join Mailing List](#) for weekly SOS Memos (easy to unsubscribe)

[J. Morris Hicks one-page bio](#)



- Email: [jmorrichicks@me.com](mailto:jmorrichicks@me.com)
- [Hawaii Video: 60-min \(May 2022\)](#)
- [Concise Big Picture History of Humanity](#) explains where we went wrong & how we can fix it. Dr. Sailesh Rao (Sep. 23)
- J. Morris Hicks explains the optimal diet in 5-min. video: [4Leaf Solution \(2013\)](#)
- [Presentation Slides](#) *Jolted Into Climate Action by World Fires, Floods & Fury* (hosted on Zoom by Vegan Society of Hawaii, J. Morris Hicks, 10-15-23)

## Two Free Books for the International Public

- [Our 2020 book, OUTCRY](#), published on the fiftieth anniversary of Earth Day on 4-22-20, provides a “big picture” understanding of our situation and what we must do to maximize our chances for long-term survival as a species. I am now calling it a **User’s Guide for Planet Earth**. Authors: [J. Morris Hicks & Stuart Scott](#).
- [4Leaf Guide to Vibrant Health](#) (concise 2015 book). Want to get healthy, save money,

Two FREE  
books  
[hpjmh.com](http://hpjmh.com)



# FREE: 4Leaf Guide: 37 chapters

## 37 Concise and Compelling Chapters from Dr. Kerry Graff & J. Morris Hicks

[Chapter 1](#)  
[Physician](#)  
[Heal Thyself,](#)  
[Then Others](#)



[Chapter 7](#)  
[What Does](#)  
[4Leaf Score](#)  
[Mean?](#)

[Chapter 8](#)  
[FAQ regarding 4Leaf Survey](#)

[Chapter 9](#)  
[Got My Score; Now What?](#)

[Chapter 10](#)  
[Baby Steps or All the Way?](#)

[Chapter 11](#)  
[Explaining 4Leaf to Patients](#)

[Chapter 12](#)  
[Going 4Leaf in 4 Weeks](#)

[Chapter 13](#)  
[Recipes Are Everywhere](#)

[Chapter 16](#)  
[Patient Returns](#)  
[One Week Later](#)

[Chapter 2](#)  
[What is](#)  
[4Leaf?](#)

[Chapter 3](#)  
[Why is 4Leaf](#)  
[Needed?](#)

[Chapter 4](#)  
[Why Should We Eat Mostly](#)  
[Whole Plants?](#)

[Chapter 5](#)  
[The 4Leaf Global Impact](#)

[Chapter 6](#)  
[Take the 4Leaf Survey](#)

[Chapter 14](#)  
[Food Shopping & Contraband](#)

[Chapter 15](#)  
[Eating Outside the Home](#)

[Chapter 17](#)  
[Saving Money with 4Leaf](#)

[Chapter 18](#)  
[What About Protein?](#)

[Chapter 23](#)  
[Evidence of Detox](#)



[Chapter 19](#)  
[Omega-3, Calcium,](#)  
[Iron, etc.](#)

[Chapter 20](#)  
[It's Time to Talk](#)  
[With Your Doctor](#)

[Chapter 21](#)  
[Type 2 Diabetes](#)  
[Success Story](#)

[Chapter 22](#)  
[Gluten-Free on 4Leaf](#)

[Chapter 25](#)  
[Why Do I Crave](#)  
[Unhealthy Foods?](#)

[Chapter 28](#)  
[Love Is A Far Better](#)  
[Motivator Than Fear](#)

[Chapter 30](#)  
[Patient Now on Path to](#)  
[Vibrant Health](#)

Finally, in the last chapter,  
a sincere message below  
to all MDs from Dr. Kerry  
Graff:

[Chapter 37](#)  
[Calling All Doctors](#)



[Chapter 24](#)  
[Losing Weight with 4Leaf](#)  
[Gift below from Jeff Nelson](#)  
[Helpful Weight-Loss Chart](#)

[Chapter 26](#)  
[Spouses, Children and](#)  
[Roommates](#)

[Chapter 27](#)  
[Cancer, Climate Change](#)  
[and World Hunger](#)

[Chapter 29](#)  
[The "Brain-Locking"](#)  
[Protein Myth](#)

[Chapter 31](#)  
[Sustainability is Paramount](#)

[Chapter 32 -- Easter](#)  
[Island](#)

[Chapter 33](#)  
[Reading List for Better](#)  
[Understanding](#)

[Chapter 34](#)  
[Proselytizing Not](#)  
[Recommended](#)

[Chapter 35:](#)  
[The "Other" Five Leaves of](#)  
[Vibrant Health](#)

[Chapter 36](#)  
[New world of Harmony](#)

Also FREE at  
[hpjmh.com](http://hpjmh.com)  
“User’s Guide”  
to Planet Earth



Available only as an e-book for environmental reasons. No trees are killed and it does not need to be manufactured, stored and delivered. It also features hundreds of hyperlink references and videos, obviously not possible in a printed book. (seven bucks on Amazon)

IS THERE A COVID-19 SILVER LINING?

# OUTCRY

URGENT ALARMS FROM OUR PLANET  
AND WHAT WE CAN DO ABOUT THEM

**J. MORRIS HICKS**

Engineer. Business Executive. Author. Speaker.

WITH

**STUART H. SCOTT**

Founder & Executive Director, [scientistswarning.org](http://scientistswarning.org)

“THE WORLD IS COMPLETELY DELUSIONAL AND GOING TO HELL IN A HANDBASKET AS FAST AS HUMANLY POSSIBLE. THE ONLY RELEVANT QUESTION IS: HOW DO WE MAKE THE CRASH AS SOFT A LANDING AS POSSIBLE FOR SOME KIND OF CONTINUATION OF HUMAN CIVILIZATION?”

**JAMES CAMERON**

**FOREWORD BY MOTHER NATURE**



The Tragic Truth about the spineless organizations we've been led to believe are taking care of our environment...

**An extremely disturbing anecdote that I will never forget**



--Santa Barbara, November. 2013  
--JC & Suzy, Campbell, Esselstyn, Ornish  
--McDougall, myself, and 15 others...



The Nature Conservancy  
Protecting nature. Preserving life.



GREENPEACE

←350.org



Have you seen this  
virtual shrine to the  
dairy industry on the  
Cornell campus?



Cornell University



# Cornell, Cancer & Climate Change

## Squandered opportunity of epic proportions

Just imagine what could've happened in the past half century — if Cornell, rather than burying Campbell's findings -- had begun publicizing that game-changing information all over the world.

1. How many human lives could've been saved?
2. How much human suffering with chronic diseases could have been prevented?
3. How many billions of animals and fish would not have been tortured their entire lives; then, brutally killed?
4. How many trillions of dollars could have been saved on healthcare all over the world?
5. How many hundreds of millions of humans would not have become obese in the past few decades?
6. How many trillions of trees would have never been touched?
7. **Would we have been able to avoid the runaway climate change that we are seeing today?**

# Cornell, Cancer & Climate Change A Squandered Opportunity Of Epic Proportions

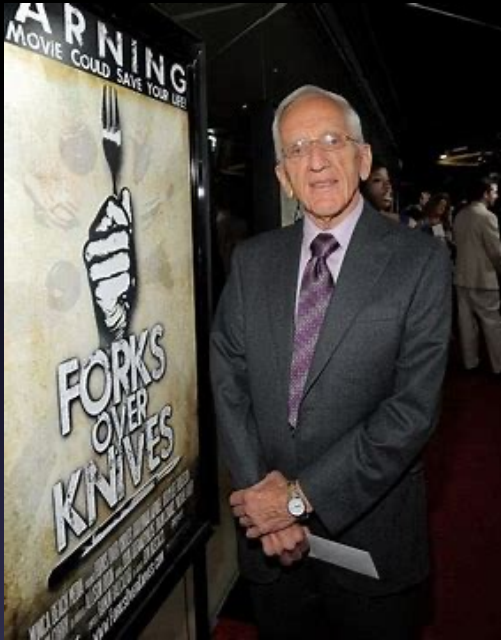
We may have been able to solve the climate change problem  
BEFORE we even knew it was a problem. (Hansen '88)

Think about that, if billions of people around the world,  
after hearing about Campbell's research at Cornell had  
started eating mostly plants in the early 80's...just  
imagine where we might be today.

**Tragically, we'll never know – because of the cozy relationships our schools of nutrition and the UN FAO have had with the animal food industries...**

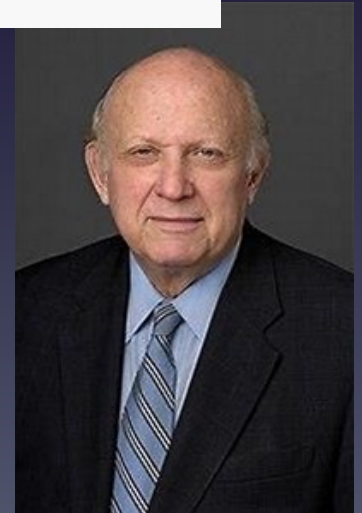


# Another Tragic Truth Cornell, Cancer & Climate Change



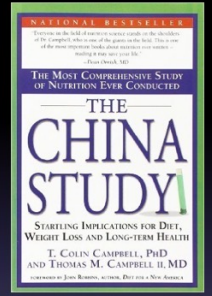
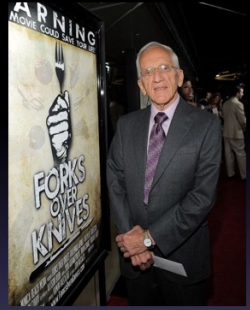
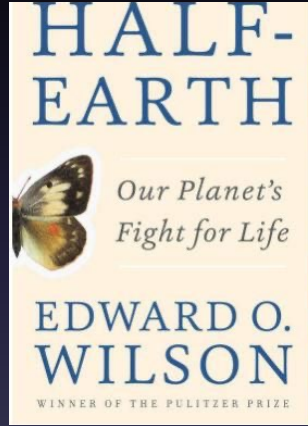
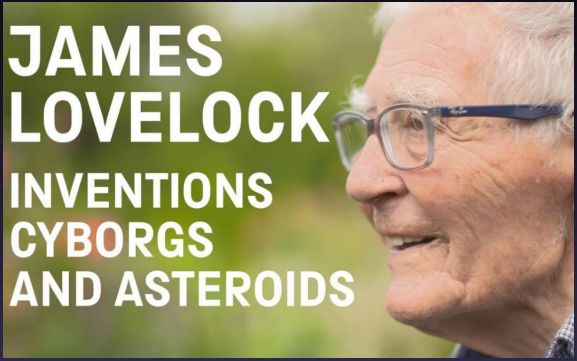
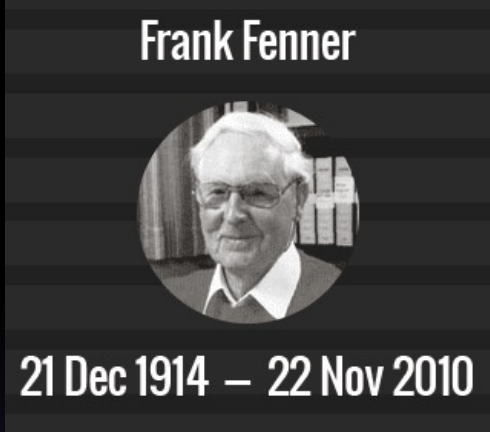
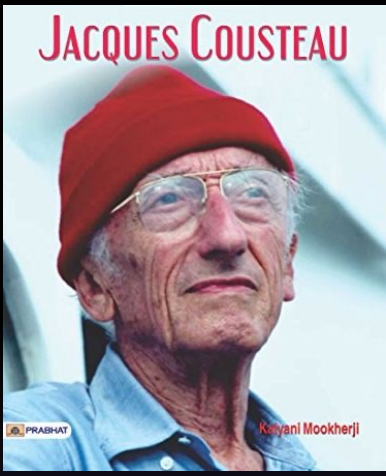
- International Feed Industry Federation
- International Meat Secretariat – IMS
- International Dairy Federation – IDF
- International Poultry Council – IPC
- International Egg Commission – IEC

-- Another disturbing anecdote re Cornell...  
-- 2014 in New York City, Floyd Abrams  
-- Cancer, Climate Change & World Hunger

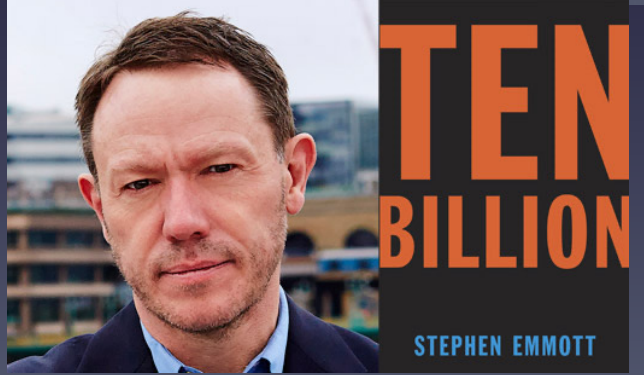
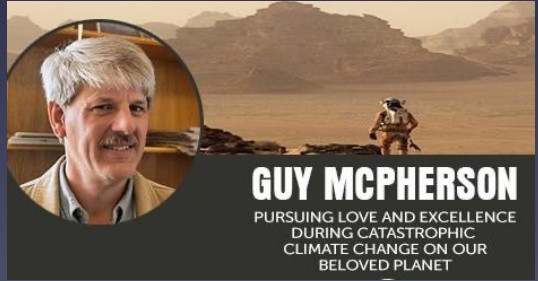
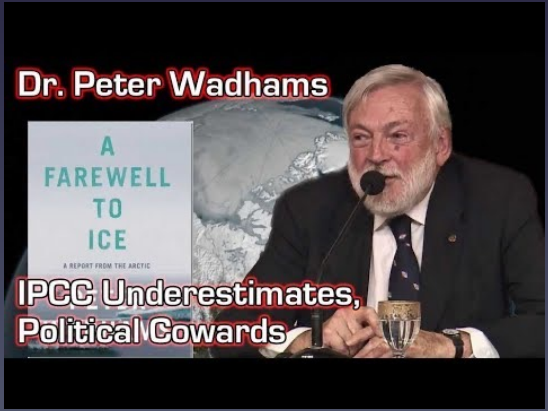




# So, what are our chances for the future?



**T. Colin Campbell, PhD**  
Nutritional Science, Cornell University



# Dr. James Lovelock agrees with them...



## James Lovelock, PhD

Scientist, Engineer, Inventor

Died on his 103<sup>rd</sup> birthday in 2022

“When you see the whole picture, it is really fearsomely bad...I fear that not many of us will survive, at best about a billion—possibly a lot less than that.”

Viewing the Earth as one giant self-regulating “system,” this living legend grasps the relevant, global big picture more completely than perhaps any other scientist in history.

He expressed this dire conclusion in a 2010 BBC film:

“If the Earth improves as a result of our presence, we will flourish.”

If it doesn't, we die off.”





Is the Earth "improving" because of our presence?

# Four Variables Offering Hope

The dire conclusions from the nine “big picture” scientists may have been brighter had they been more aware of the power of these four possibilities:

1. Food choices (developed nations)
2. Systemic Change (in how we live)
3. Leadership (all over the world)
4. Building a FIRE under global media

As for actually “doing something radical,” many of our best-known leaders are failing us – regarding those 4 variables.

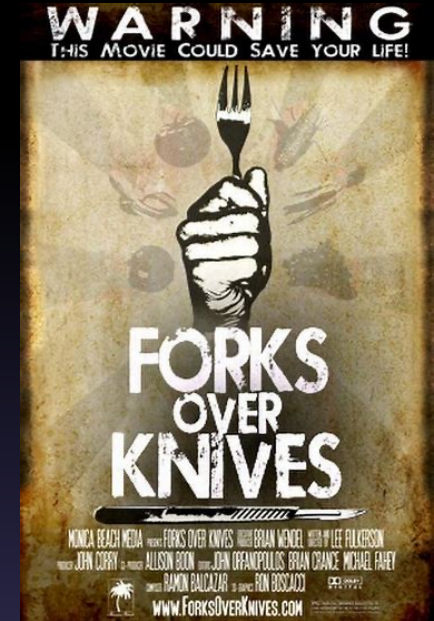
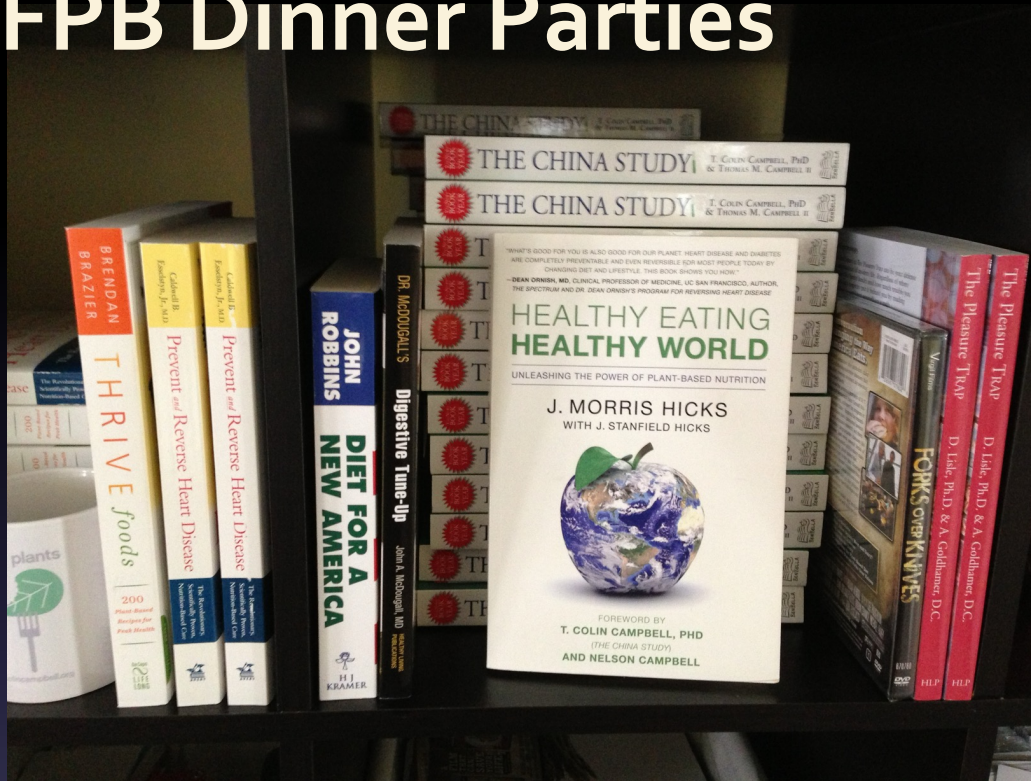


# #1 Food Choices: Healthy Eating Pyramid



# Food Choices

## WFPB Dinner Parties



Starring many of my friends and colleagues, including Dr. T. Colin Campbell, Dr. Caldwell Esselstyn, Dr. John McDougall, Dr. Neal Barnard, Rip Esselstyn – and last, but not least, the great ultra-marathoner from Hawaii, Dr. Ruth Heidrich



# #2

## Systemic Change

We must eventually change just about everything about the way we live.

The larger the population (1 to 4 B) the more efficiently we must live.

Simply changing what we eat could buy us the time we need to get this done.

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**FOREWORD BY MOTHER NATURE**

# #3 What about Leadership?

None of these 8 men ever mention the Leading driver of climate change!

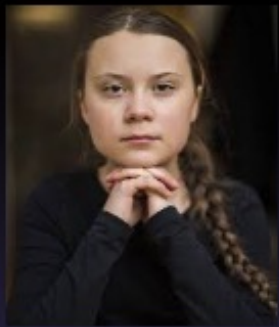


I say we replace them all with...

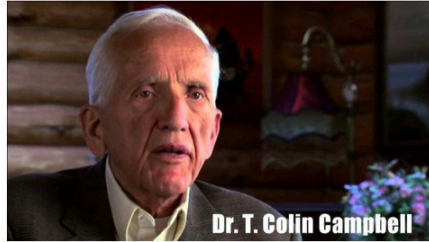


# Nine Women of Integrity & Courage

**Greta, Jane, Kate & Sylvia will have no trouble enlightening the other five powerful women regarding the leading driver of climate change.**

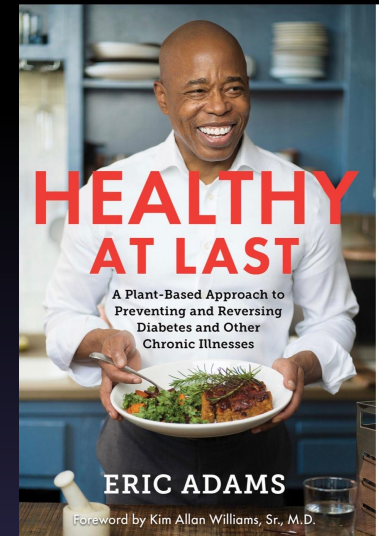


# #4 Building a Fire Under the Global Media



#1. [Dr. Colin Campbell](#), Professor Emeritus, Nutritional Biochemistry, Cornell University, author of *The China Study* and featured prominently in the famous documentary, *Forks Over Knives*

- #2. **Already on the mayor's team.** Exec. director of Nutrition Lifestyle Medicine at NYC Health + Hospitals, and Asst. Professor of Medicine at NYU. [Michelle McMacken, MD.](#)
- #3. **Stanford PhD in engineering.** [Dr. Sailesh Rao](#) was one of the primary inventors of the internet -- leveraging digital connections to make it much faster than before. He's also the author of a peer-reviewed [2019 position paper](#) finding that animal agriculture accounts for at least 87% of climate change.
- #4. **Princeton climate scientist.** [Dr. Abraham Oort](#) is the co-author of [Physics IS Climate](#) and is a retired senior research meteorologist at NOAA in Princeton, NJ. His most recent 2023 article is entitled: [Complexity & Challenge of Climate Change](#),



# In Closing Today

In April of 2019, I began posting a new series of weekly blogs to my 4400 subscribers

SOS Memos (Saving Our Species)



[hpjmh.com](http://hpjmh.com)

Five recent SOS Memos>>



# SOS #200 (3-7-23) *Walking the Talk* of Sustainable Living



- 443 Square feet
- Walk to train station
- Walk to fresh food co-op
- Car mileage down 75%



# SOS #209 (5-9-23) It's time to debunk the BIG LIE about FOOD!

*The Guardian*: “**The US beef industry** is creating an army of influencers and citizen activists to help amplify a message that will be key to its future success.”

“...That you shouldn't be too worried about the growing attention around the environmental impacts of its production.”



## The Bottom Line

By 2030, if every meat-eating human in the world shifted 100% to plant-based eating – I believe we'd have a darn good chance of **slowing or reversing climate change!**

# SOS #215 (6-20-23) Why do I write about the same topic every week?

It's because I am 99% certain that the forces driving climate change comprise the most important reality in the history of humanity -- and one of the least understood.

I won't stop writing about it every week until the global news media starts reporting on this crucial story every day.



*The Pareto principle is a phenomenon stating that roughly 80% of outcomes come from 20% of causes.*

Dr. Campbell weighs in...

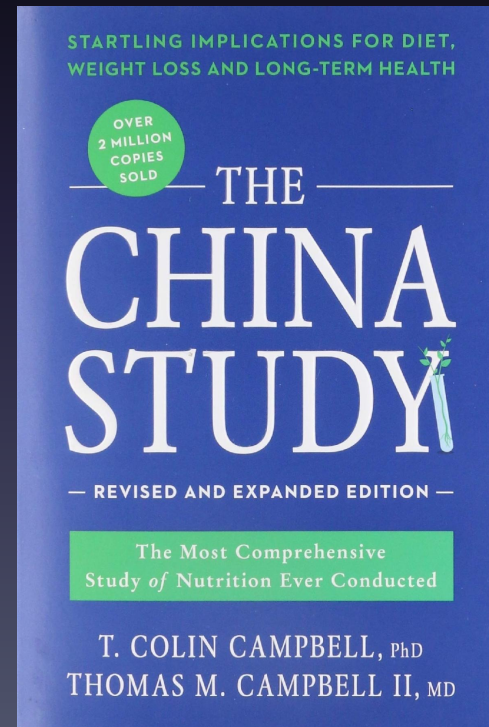
# SOS #217 (7-4-23) Systemic Legal Corruption at the UN and Beyond

Colin Campbell covered that topic in Part IV

*The **entire system**, government, science, medicine, industry, media, and academia —promotes profits over health, technology over food and confusion over clarity.*

*Most, but not all, of the confusion about nutrition is created in **legal, fully disclosed ways** and is disseminated by unsuspecting, well-intentioned people, whether they are researchers, politicians, or journalists.*

*The most damaging aspect of **the system** is not sensational, nor is it likely to create much of a stir upon its discovery. **It is a silent enemy** that few people see and understand."*





SOS #220 (7-25-23)

# Envisioning a new **United Saving Civilization Group**

A Coast Guard veteran,  
I now have this handy  
conversation starter on  
the front and back of  
my car

In addition to the obvious:  
U. S. Coast Guard, it also means  
*United Saving Civilization Group  
for Mother Earth*





# My Bottom Line

1. So, are we going to make it?
2. The odds are lessening with every passing day...
3. I reached out to my 4 adult grandkids (now in college)
4. ...**SOS # 229 on Sept. 26, 2023**
5. I encouraged each of them to contact me...



**Meanwhile, I will  
soldier on...**



**“While Smelling the Roses”**

**I launched a new format of SOS Memos on  
October 8 – Visit [hpjmh.com](http://hpjmh.com)**





**“Smelling the Roses”  
But Not Giving Up!**

**AUG 31, 2023  
USCG EAGLE  
AT SUNRISE**

**From Fort Trumbull  
Near the Coast Guard  
Academy in New  
London, CT**

# “Smelling the Roses” But Not Giving Up!

## THE UNITED STATES COAST GUARD BAND







**“Smelling the Roses”  
But Not Giving Up!**

# How **GREEN** is **GREEN** enough When it comes to sustainable living?

No one knows how green we must live to survive. So I suggest that we challenge ourselves to err on the side of living even *greener* than nature demands. Why?



Because we are likely to get only one chance to get this right. To be clear, we're talking about the urgent need to totally re-invent every aspect of the way we live—as we create a human habitat where only **GREEN** lifestyle choices exist:

Transportation. Housing. Food. Jobs. Clothing.  
Entertainment. Economy. More.

# How URGENT is our situation?

How quickly  
must we take action?



We are the **first generation** to feel the sting of climate change, and we are the **last generation** that can do something about it. —Jay Inslee

*Governor of Washington*



For all the children of the world,  
we indeed **MUST...**

**“DO something about it!”**



For their sake, we must **JOLT ourselves into thinking differently,**  
a process that we describe in the final chapter of OUTCRY.

# What is our best possible chance to save our biosphere and humanity?



We just need three things:

- Leadership
- Courage
- Action

With a hefty dose of all three, we can totally eliminate animal agriculture by 2030

Sound crazy?

People who are **crazy** enough to think  
that they can change the world – are  
the ones who do.

– Steve Jobs

**Are we crazy enough?**



Let's get rolling  
with 4LEAF!



My old “business” cards have  
been replaced with:

## “Mission” Cards

for the future...



**J. Morris (Jim) Hicks**

**Engineer. Writer. Big Picture Guy.**

**jmorrishicks@me.com Cell: 917-399-9700**

***Promoting Health, Hope & Harmony  
on Planet Earth***

Primary website: [hpjmh.com](http://hpjmh.com) (Free e-books on home page)

4LEAF site: [4leafprogram.com](http://4leafprogram.com) & [4leafsurvey.com](http://4leafsurvey.com) (2 min)

**500 Bank Street, Suite 215, New London, CT 06320**

## Primary Websites

[www.hpjmh.com](http://www.hpjmh.com)

[4leafprogram.com](http://4leafprogram.com)

## How healthy are you eating?

Find out by taking our free 2-minute survey at [4leafsurvey.com](http://4leafsurvey.com)

## For lowering the cost of healthcare

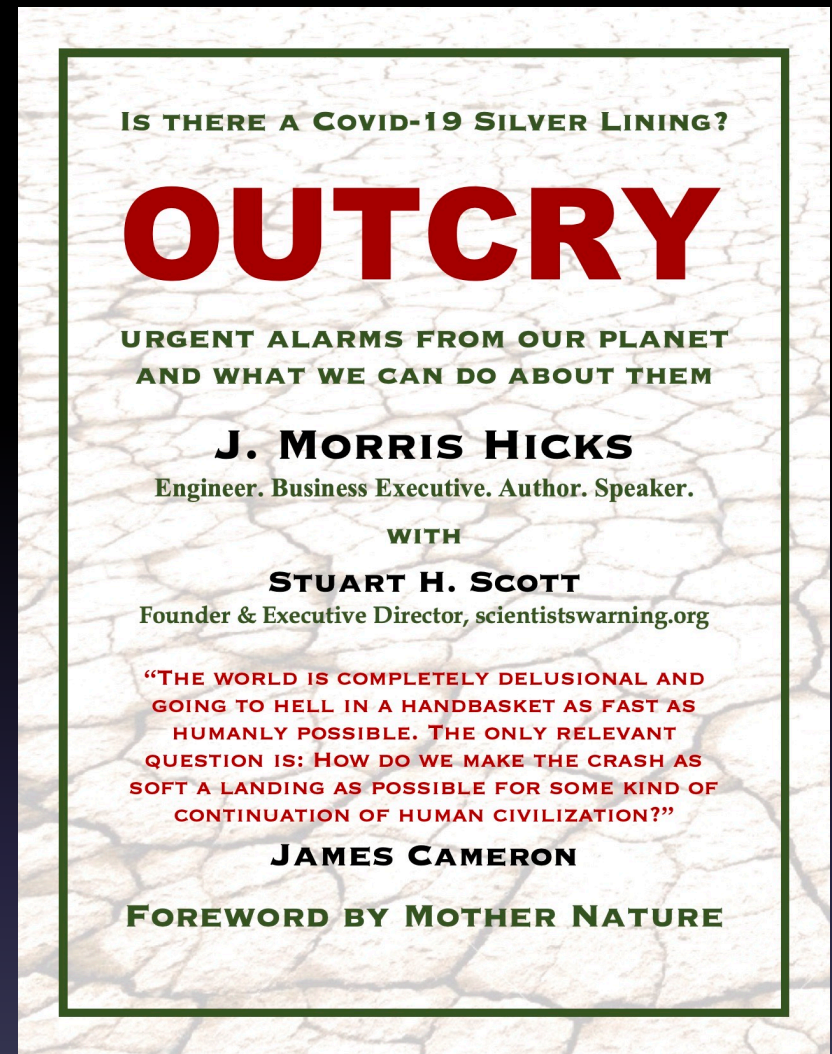
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For environmental reasons, Outcry is only available as an e-book. FREE from me or \$7 from Amazon